

Appln No. 10/760,190  
Amdt. Dated December 9, 2005  
Response to Office Action of November 2, 2005

4

### **REMARKS/ARGUMENTS**

The Applicant thanks the Examiner for the Official Action dated November 2, 2005. In response to the issues raised, we offer the following submissions.

#### **Amendment**

Applicant has amended pages 1 and 2 of the specification to update application numbers and granted patent numbers where applicable. It is submitted that no new matter is introduced.

#### **Claims – 35USC§102**

Claims 1 to 9 stand rejected for lack of novelty in light of US 6,439,908 to Silverbrook et al. The Applicant disagrees and submits that the cited reference fails to teach the present invention.

Claim 1 requires each printhead module to have at least two printhead integrated circuits (ICs) and at least two corresponding electrical connectors for supplying power and print data to their respective printhead ICs. The modular printhead of '908 has a single printhead IC (chip 18) and electrical connector (TAB film 22) for each module 12. The modules 12 of '908 are configured for individual replacement. If one of the printhead ICs 18 fails, it can be replaced without needing to scrap the entire printhead assembly 10 (see column 2, lines 4 and 5).

In contrast, the printhead module 30 of the present invention has a series of printhead ICs 51, their associated flex PCBs 80 and a controller (PEC) 100 housed in a casing 20 for convenient removal and replacement. This allows the modules 30 to be interconnected for a wide format printing system. However, as each module has its own PEC, it can be used individually. The '908 printhead assembly 10 does not have its own PEC. It must connect to a PEC via the data socket 66.

Similarly the '908 description does not have a casing comprising a support frame with a first connector at one end that establishes a connection between the printhead ICs and the power and data inputs. The Examiner has equated the TAB film 22 of '908 with the first connector. However, the Examiner has also equated the support beam 14 of '908 with the casing of the present invention. Therefore, '908 clearly does not have a casing with a

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5

support frame having a first connector at one end and a second connector at the other end for spring loading the mounting elements against the first end.

Accordingly, the cited disclosure fails to anticipate the combination of elements defined by claim 1. Likewise, claims 2 to 9 are also novel by virtue of their dependence (directly or indirectly) from claim 1.

The Applicant respectfully submits that the claim rejection has been successfully traversed. Accordingly favorable reconsideration and allowance of the application is courteously solicited.

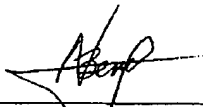
Very respectfully,

Applicant:



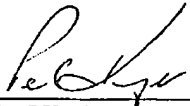
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